

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT

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| Applicants: | Tagseth et al. | Docket No.: | 40655.4300 |
| Serial No.: | 10/091,612 | Examiner: | Affaf Ahmed |
| Filed: | March 5, 2002 | Group Art Unit: | 3622 |
| Title: | SYSTEM AND METHOD FOR INTEGRATING OFFERS | Confirmation No.: | 8241 |

AMENDMENT AND REPLY

Mail Stop AF
Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Commissioner:

In reply to the final Office Action dated September 28, 2010, of which this Reply is filed within three months, please amend the above-identified application as follows:

Amendments to the Claims begins on page 2 of this paper.

Remarks/Arguments begin on page 5 of this paper.